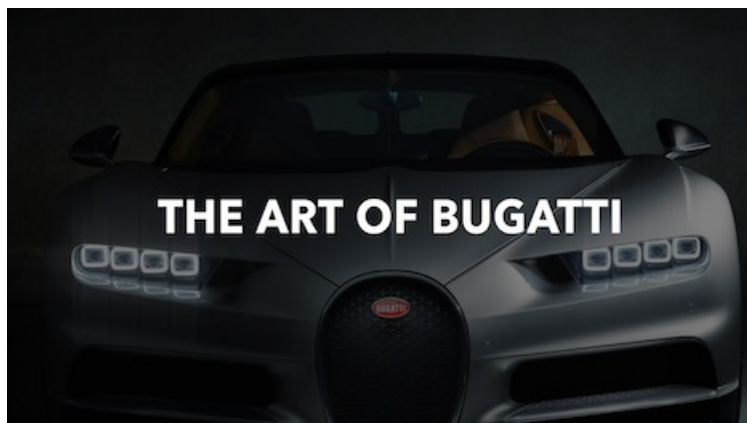


AUTOMOTIVE

Bugatti's multigenerational artistic talent subject of museum exhibit

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The Art of Bugatti at the Petersen Automotive Museum in Los Angeles

By STAFF REPORTS

French automaker Bugatti is touting the artistic talent of its founding family in an exhibition held at the Petersen Automotive Museum in Los Angeles.

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For the next year, Petersen Automotive Museum will host "The Art of Bugatti" exhibit to demonstrate the heritage, creativity and talent behind Bugatti automobiles. Located on Wilshire Boulevard in Beverly Hills, at the end "Miracle Mile," the automotive museum is in close proximity to Los Angeles' high-end shopping district, making the exhibition an easy "detour" from nearby boutiques.

Immense talent

On display at The Art of Bugatti will be automobiles by Ettore and Jean Bugatti. Expanding on the talents of the Bugatti clan, the exhibition will also feature furniture, design objects and paintings by Carlo Bugatti and animal sculptures by Rembrandt Bugatti, among other pieces such as jewelry, fine silver and musical instruments.

Merging automotive with artistic talent is likely to be a draw for consumers who may not have had much interest in Bugatti's history as an automaker. For diehard Bugatti enthusiasts, the exhibition at the Petersen Automotive Museum is the first of its size to bring together the works of the family, automotive and otherwise.

Bugatti Chiron- World Premiere from Stargate Studios on Vimeo

According to Petersen Automotive Museum, "this exhibition, several years in the the making, is intended to celebrate an extraordinary family in both breadth and depth, allowing the visitor to experience in person that very rare occurrence of generational artistic genius."

In addition to objets d'arts, drawings and paintings, the exhibit will also display 20 rare Bugatti vehicles. On display as well will be Bugatti's latest automobile, the Chiron.

Bugatti's exhibit at the Petersen Automotive Museum will be on view until November 2017.



The Art of Bugatti display at the Petersen Automotive Museum

Automakers often stage museum exhibitions that flaunt craftsmanship, innovation and history.

For example in 2013, Rolls-Royce Motor Cars put its craftsmanship and history on display in its first museum exhibition at the BMW Museum in Munich, Germany.

The exhibition titled "Strive for Perfection" celebrated the 10th year of the BMW Group's ownership of Rolls-Royce and the 150th anniversary of Sir Henry Royce's birth. By hosting an exhibit in an already-known luxury vehicle museum, Rolls-Royce catered to car enthusiasts and possibly gained more brand followers ([see story](#)).

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